



Virginia Wine Expo

Richmond, Virginia
403 North Third Street
February 25-27, 2011

"The Virginia Wine Expo is the state's premier wine event featuring 400 wines to taste and buy. The event also provides a unique culinary experience featuring amazing chefs."

Green Statement: "Greening is important to the producers of this event for many reasons - responsibility to the community and the planet, it is the right thing to do, and it should be mandatory since events generate so much waste."



CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
 - Glass bottles, aluminum cans, plastic bottles, paper, cardboard, cork, and wine bottles
- ☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:
 - Use disposable foodservice items that are made from bio-based, renewable materials (corn, bamboo, potato starch, sugarcane, etc.)
 - Use disposable foodservice items that are made with recycled content
 - Use disposable foodservice items that are recyclable (in your area!)
 - The Virginia Wine Expo has used biodegradable serving ware for the Governor's Cup Gala, as well as for restaurant sampling that goes on at the event
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:
 - Use electronic registration, correspondence and forms
 - Print brochures and other printed items on recycled content paper with and print all documents double-sided
 - Purchase/use paper products with 30% or higher recycled-content
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. This event is held at the Greater Richmond Convention Center, which is a Virginia Green facility.

Food service

- Use non-bleached napkins and coffee filters
- Use water pitchers to minimize the use of single-use bottles

Restrooms

- Purchase recycled-content paper-towels and toilet paper

Logistics

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment



☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on its website to the Virginia Green Events webpage
- Have signs at the event registration which list all of its green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified its greening efforts and will post estimates of the reduced environmental impacts
- Reuse as many signs as possible from year to year

☒ **Other Sustainability Actions:**

- The Virginia Wine Expo is ALL about local products. Only Virginia-based wineries and vendors are invited to participate and the event is meant to celebrate the bounty Virginia has to offer wine, food and culinary expertise.

For more information on Event, see Website or contact Name at email or phone.
www.VirginiaWineExpo.com or Tracey Leverty at tracey@echelon-events.com or 804-305-0601

Virginia Green is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established “core activities” for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/virginiagreen or www.virginiagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

